

# Before We Get Started



Amanda LeFevre, KY Division of Compliance Assistance

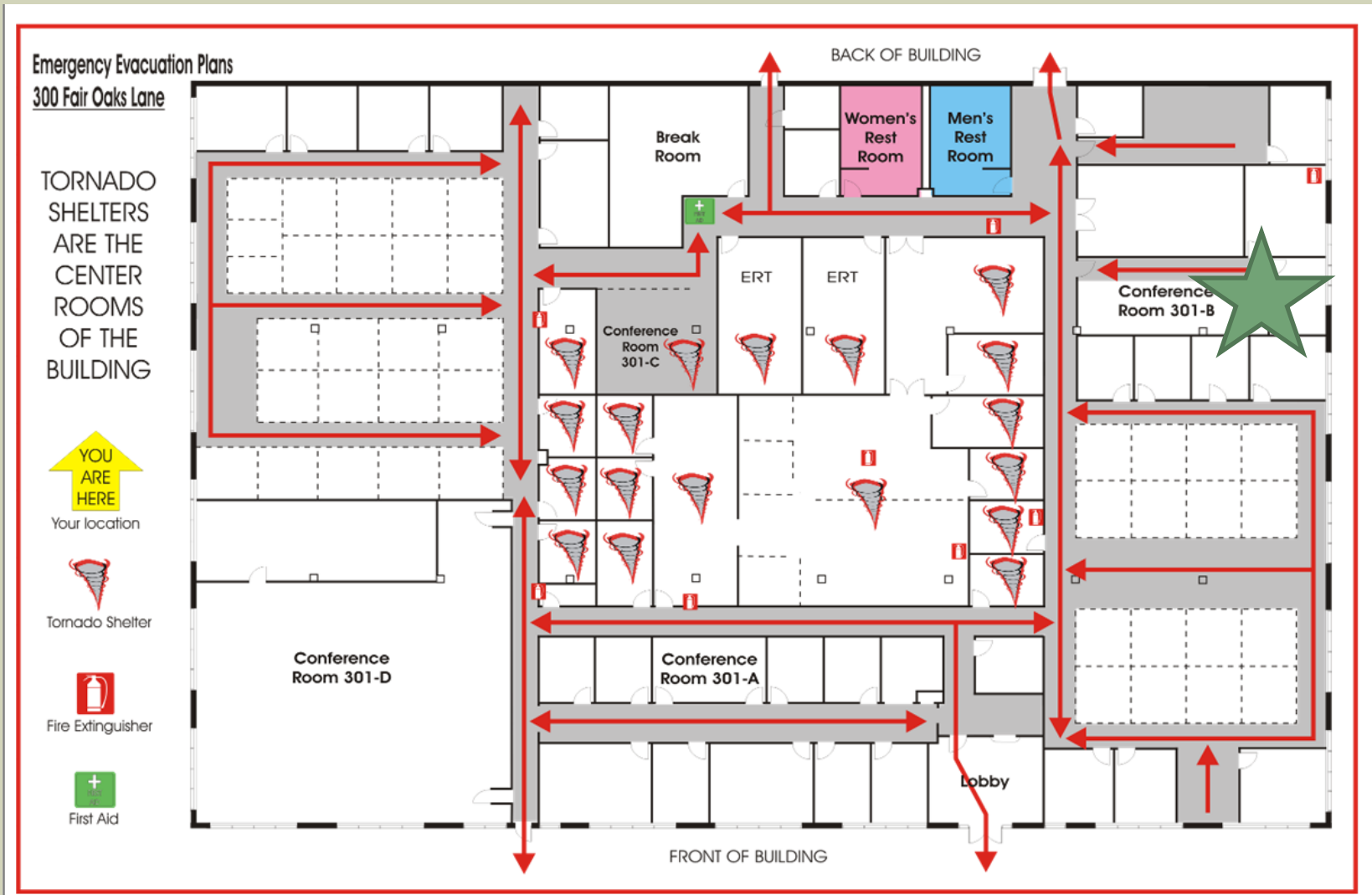
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# Housekeeping

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- Sign-In
- In case of emergencies
- Non-smoking facilities, but there are smoking areas
- Doors, except for main entrance are on a key pad system
- Do not prop doors open
- Breaks- restrooms, break room- coke and pepsi products
- Silence cell phones
- Ask questions and get involved

# 300 Fair Oaks





# Grant Success: Covering the Basics and Beyond

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# Your Presenter

## Amanda LeFevre

Kentucky Brownfield Redevelopment Program-

Ky. Dept. For Environmental Protection

- Working with brownfield grant writers for 6 years
- We won our own RLF last year.
- I've been there too. ☹️

You are about to get grant  
writing advice from this  
person.



# Welcome

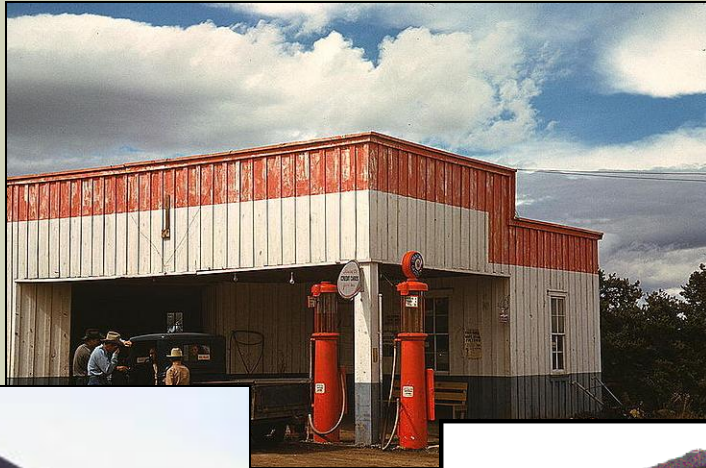
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- Brownfield Redevelopment
- EPA Grants and How to Apply
- Other Funding Sources
- Resources



# Do You See These In Your Community?

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# Brownfields

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Properties that are abandoned or underutilized due to real or perceived contamination including:

- Former gas stations
- Dry cleaning establishments
- Abandoned factories
- Mine-scarred lands
- Old schools and hospitals
- Meth labs
- Scrap yards
- Landfills
- And many more.....



# Why Should We Worry About Brownfields?

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- Blight
- Sprawl
- Decreased tax revenues
- Crime
- Human & environmental impacts

# Why Redevelop

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- Revive downtown & bring people back
- Chances for employment and small business
- The domino effect
- Community pride
- Chance to take care of environmental issues-  
stormwater, water quality and energy

# What Can We Do For You?

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- Grant-writing assistance- workshops, review, party
- Free assessment services
- Project advise
- Information and project assistance
- Visioning sessions
- Funding identification
- Help carrying out grant
- Project oversight through Superfund Group

# If You Have Properties, What Do You Do?

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- Inventory
- Determine which have the most potential or if there is an end use for a particular property
- **Assess before you buy or take ownership** (even if a gift)- provides you with liability protections and makes you eligible for grants
- Determine what type of cleanup is needed based on end use
- Get funding for redevelopment and match with other funding sources. Brownfields are not the silver bullet of funding.
- Work with the cabinet on the cleanup to get a closure letter
- Redevelop according to cleanup plan and deed restriction

# Why Brownfield Grant

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- Seed money for a redevelopment program
- Can be part of an incentives package
- Make sites ready for redevelopment
- In the case of company closings, you can immediately assess property risks instead of it being idle for years.
- Protect human health and the environment
- Mitigate stormwater issues, alternative energy production, urban gardens

# Is This Grant Right For Us?

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- Do we have a goal??
- Do we have the people and resources to carry out a project?
- Does the community support the effort?
- Are we willing to put in the effort?
- Think about these questions as we proceed today. Not now.....maybe later.
- Successful project=more federal brownfield funding

# Who Can Apply?

- General Purpose Unit of Local Government (as defined under 40 CFR Part 31)
- States and Tribes
- Quasi-government entities (e.g., regional councils, redevelopment authorities, economic development agencies, etc.)
- Nonprofit organizations (Cleanup Grants Only)



# Funding

- Last year about \$69.3 million
- \$1.9 million for Ky. in 2012
- 50% of this year's funds will be given to new applicants

# Special Note

- 50% of the grant fund pool will be set aside for new grantees.
- Make note of this in the programmatic capability section

# Grants

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- Grants are due mid to late October
- Can submit by paper or with grants.gov, but we **strongly recommend paper**.
- Three types of grants
  - Assessment
  - Cleanup
  - Revolving Loan Fund

# Assessment Applicant Options

To inventory, characterize, assess and conduct planning and community involvement related to brownfields sites.

Community Wide	Site Specific	Coalitions
Up to \$200,000 for hazardous substances <i>and</i> \$200,000 for petroleum addressing the same community.	Up to \$200,000 for petroleum <i>or</i> hazardous substances (comingled)	Up to \$600,000 per coalition. <i>Coalition Members <b>CANNOT</b> apply for individual assessment funding.</i>
	May request a waiver for up to \$350,000	Required to assess a minimum of 5 sites.
Maximum Combined Amount \$400,000	Maximum Amount \$350,000	Maximum Amount \$ 600,000

**No funding match is required for an assessment grant!!**

# Eligible Assessment Activities

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- Inventory of sites
- Characterization of sites- Phase I's & II's
- Sampling plans
- Analysis of brownfield cleanup alternatives (ABCA)
- Asbestos surveys
- Community outreach
- Programmatic expenses
- Area wide planning
- Health monitoring

# Other things you should know

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- Don't have to own properties
- 3-year project period
- Target an area
- Can use funds on any property within the boundaries set, but EPA can be flexible
- Can apply as a coalition- 3 eligible entities-  
Have to assess at least 5 sites

# Cleanup Grant Program

## To carry out cleanup activities at brownfield sites

- Up to \$200K per property
- Proper site investigation done to AAI standards must be performed on properties purchased before Jan. 11, 2002
- Must own site at time of application and taken ownership before the expiration of the AAI
- Hazardous substances or petroleum contamination
- May apply for up to 3 properties: Separate proposals for each property
- Nonprofits may apply
- 3-year project period
- Cost share requirement of 20% (May request a hardship waiver)
- Phase II must be completed (Threshold Criteria)
- **Must make ABCA available for public comment with proposal**
- **Draft ABCA must be submitted with proposal**





# Eligible Cleanup Costs

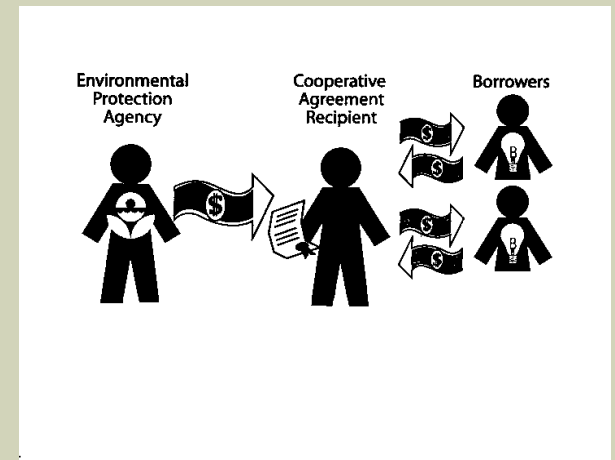
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- Developing cleanup alternatives (but better if you do before application)
- Site cleanup
- Cleanup certification
- Confirming and monitoring institutional controls
- Health monitoring

# Revolving Loan Fund Grant Program

To make low-interest loans and subgrants to carry out cleanup activities at brownfields properties

- Up to \$600k per eligible entity
- Coalitions may apply
- (Minimum) 50% loans
- Cost-share requirement of 20% (200k)
- Nonprofit organizations are not eligible to apply
- Can be used to address site with hazardous waste and petroleum pollutants
- Fund sustains itself
- Can't make subloans or grants to responsible parties
- Only \$200k per site
- 5-year performance period



## What Should I Apply For? Ask Some Critical Questions.

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- Do we have many sites or just a couple?
- Can we combine with other communities for a coalition grant?
- Can the state help us assess our properties through the TBA/SSA program?
- Should we apply for a site-specific grant if we know a site we want to target?
- Do we own the properties that we want to cleanup?

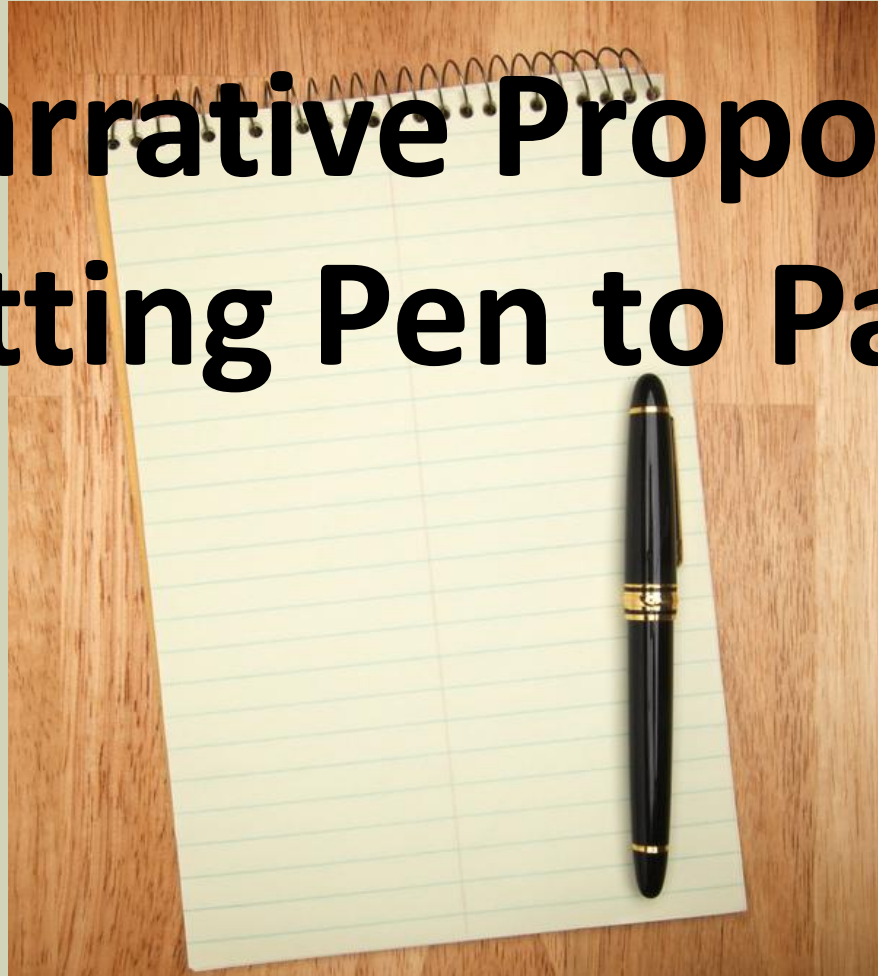
# What Should I Apply For? Ask Some Critical Questions.

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- Have they had assessment work completed that meets grant guidelines?
- Do we have the capability for an RLF?
- Do we have the cost share required either in cash or in-kind? Cost share should never prevent your application!!!!



# Narrative Proposal: Putting Pen to Paper

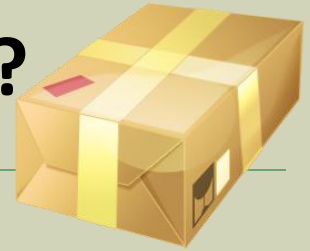




# First, Prepare for the Task

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- Evaluate readiness
- Review grant guidance
- Get copies of successful grants
- Seek mentoring from grantees
- Contact the state for a letter of support.

# What Does the Grant Package Look Like?



1. Cover Letter/ Transmittal Letter- 2-page limit
2. Response to special considerations listed in Appendix 3 of the guidelines attached to transmittal letter 
3. Narrative proposal- 15-page limit- USE ALL OF IT!!!!!!
4. Attachments- 20-page limit
  - Threshold criteria is now an attachment 
  - Letter from the state or tribal authority - Must be current and one letter will suffice for multiple applications.
  - Document eligibility if other than state, county, city or tribe.
  - Letters of commitment/support - must be submitted at time of application
  - Documentation of nonprofit status if applicable



# What Does the Grant Package Look Like?

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- Justification of waiver, if applicable
- Property-specific determination request, if applicable
- Letters of commitment if you seek a coalition grant
- Petroleum eligibility determination, if applicable
- Other attachment - If the EPA doesn't ask for it, they will not review it in the process.

# Writing the Grant



**Write a best-seller but please, no fiction.**

# Answering the Questions

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- **Two types of questions:**

-  Threshold is pass/fail- Are you eligible?

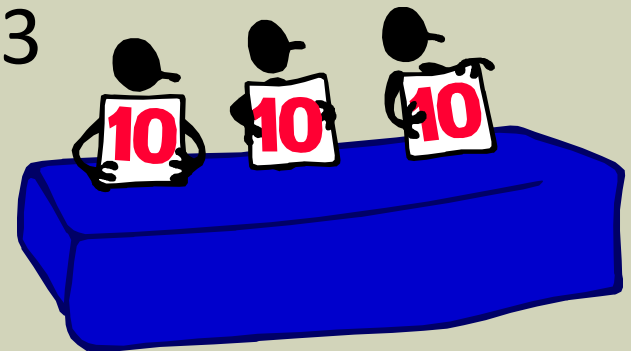
-  Ranking criteria- It's a points game.

**Answer everything thoroughly, and it's ok to be redundant.**

# A Note on How These Are Scored...

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- Threshold- reviewed in region 4
- Ranking criteria- reviewed nationally- scores given and funded down the slate
- 50% of funds set aside for new applicants
- Headquarters selects highest ranking (policy considerations may be taken into account)
- Announcement in spring of 2013



# Threshold Criteria

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Opening the door to brownfield grants

# Threshold Criteria – Must Pass

- **Threshold Criteria** developed for ARC grants to:
  - Ensure applicants are eligible to receive assessment, cleanup and RLF grants.
  - **NOTE: Proposal MUST substantially comply with instructions and requirements in the guidelines.**
- **Applicant Responses to Threshold Criteria**
  - Regional Review
    - Pass/Fail
    - Must Pass All
    - **Failure means the proposal will not be competed in the national competition.**

# Threshold Criteria – Must Pass

Assessment Grant	Revolving Loan Fund Grant	Cleanup Grant
1. Applicant Eligibility	1. Applicant Eligibility	1. Applicant Eligibility
2. Letter From the State or Tribal Environmental Authority	2. Description of Jurisdiction	2. Letter From the State or Tribal Environmental Authority
3. Site Eligibility and Property Ownership Eligibility (Site Specific Proposal)	3. Letter From the State or Tribal Environmental Authority	3. Site Eligibility and Property Ownership Eligibility
	4. Oversight Structure and Legal Authority to Manage a Revolving Loan Fund	4. Cleanup Authority and Oversight Structure
	5. Cost Share	5. Cost Share
		6. Community Notification- (Draft ABCA must included)





# A note on how these are scored...

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- Regional threshold
- National ranking criteria- scores given
- Headquarters selects highest ranking  
(policy considerations may be taken into account)
- Announcement in spring of 2013  
(April/May)



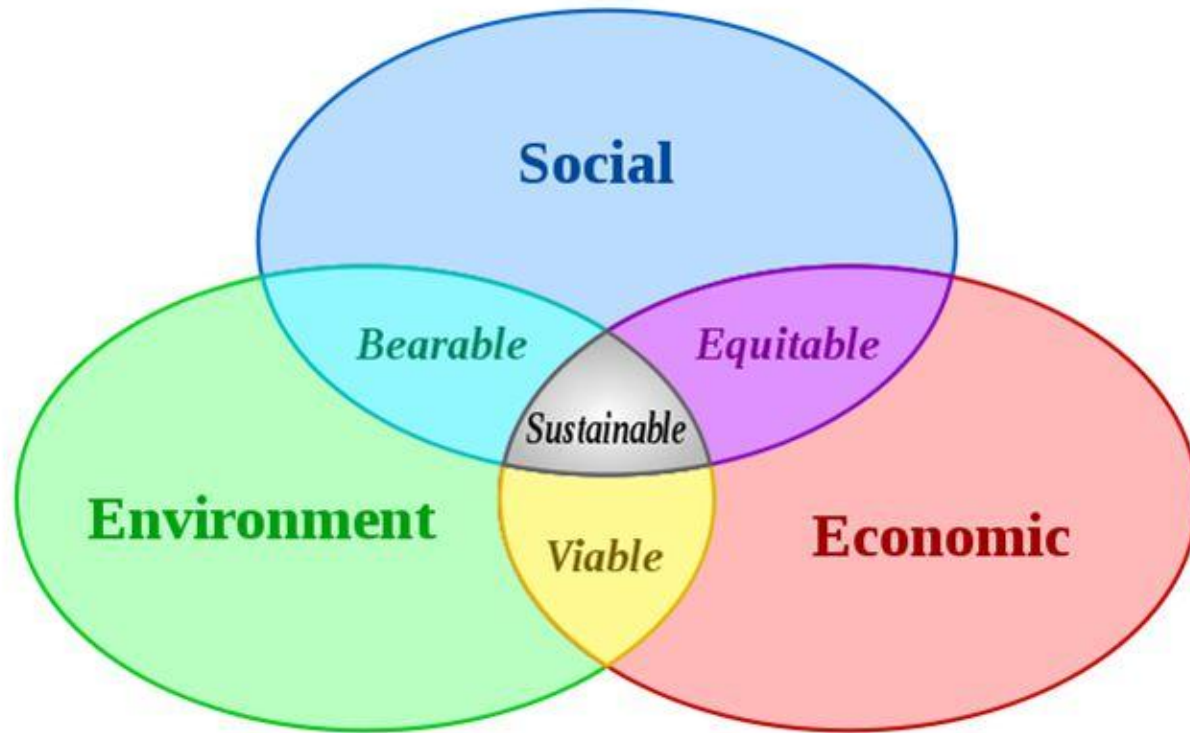
# Ranking Criteria



# Point Distribution for the 4 Ranking Criteria

	Assessment	Revolving Loan Fund	Cleanup
1) Community Need	40	15	15
2) Project/Program Description and Feasibility of Success	100	55	50
3) Community Engagement and Partnerships	30	15	15
4) Project Benefits	30	15	20
<b>TOTAL</b>	<b>200</b>	<b>100</b>	<b>100</b>

# 1. Community Need



# Community Need

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Make this section strong. It is your grand entrance, so be memorable. Why do you need this grant money and why should we be compelled to give it to you over the others in the pile of applications we are reviewing?

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Proposals will be evaluated on the quality and extent of the descriptions of the health, welfare, environmental and financial needs of the targeted community as it is affected by the presence of brownfields.

- 1. Health and Environmental Need**
- 2. Financial Need**

# Your Grand Entrance: What Makes You Unique?

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- Identify people, places, events, etc., that people can relate to
- Historic landmarks, tourist attractions
- Industrial history - define original products or local
- Tell a story

# Health, Welfare and the Environment

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## 1. A. Health, Welfare and the Environment

In a nutshell: Describe effects that bfs have on the targeted community, noting # and size of bfs, impacts on sensitive populations and show residents are disproportionately impacted.

- Describe your target area including the geographic boundaries.
- Identify the community in the targeted area, emphasizing low income, disadvantaged , elderly, etc.
- Mention the types of brownfields that are in the area- drycleaners, mining areas, corner gas stations, etc. If you are looking community wide, call out a couple of specific sites that you may want to target.

# Health, Welfare and the Environment- cont.

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- Ask your state or local government if there is a listing of brownfields in the area. This can come in the form of inventories, superfund lists and UST lists.
- Describe what types of contamination may be present in the soils.
- Also note how these can impact human health.
- Note any community features or resources threatened by contaminants- watersheds, streams, ecosystems, etc.



# Communicate Your Need- Health and Environment

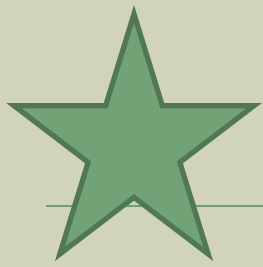
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- Note any health studies of the community that may exist.
- Is uncontrolled access a potential problem- safety risk to kids, teens and nefarious adults?
- Note any types of crime stats for the area.
- Compare health and welfare stats of your area to other towns, states, etc. Are those health impacts disproportionate?
- Percent of low-income/ Section 8
- Note minority and sensitive populations
- Average kid's walk to school includes passing these brownfields
- Lung association statistics
- Safety issues inside buildings, crime, etc.
- Average home proximity to potential contaminants from industry

# Communicate Your Need- Health and the Environment

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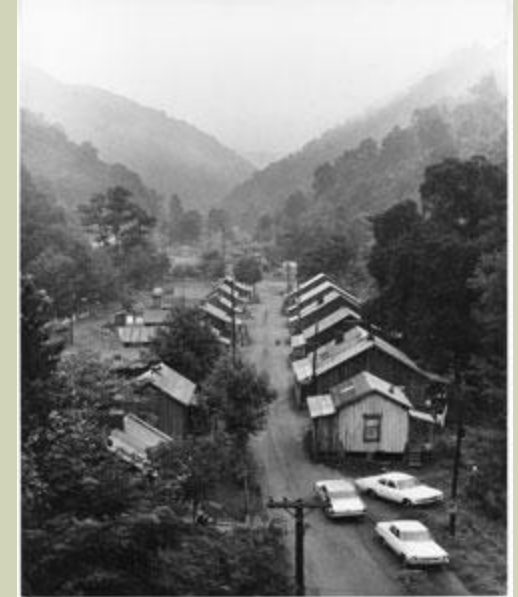
- Asthma rates
- Incidence of increased illness around impacted areas
- Health care access
- Teen pregnancy rate
- Number of vulnerable inhabitants- women of child-bearing age, children, elderly
- Info showing that the targeted community is disproportionately impacted by issues at the site- sizes and # of brownfield sites, suspected or known level of contamination, past uses of the site.
- Crime rate
- Education statistics (graduation rate, dropout rate)



## Health, Welfare and the Environment- cont.

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Letcher County is located in the “Heart of The Hills” in Southeastern Kentucky. Three of the Eastern United States’ major rivers - The Kentucky, The Cumberland, and The Big Sandy – have their headwaters in Letcher County. Even after Daniel Boone and other settlers made their way into this area in the 18<sup>th</sup> Century, Letcher County remained largely isolated until the 20<sup>th</sup> Century when railroads reached into the hollows to extract the coal buried in the hills. Large corporations like US Steel and Consolidated Coal quickly built mining camps along the rail line and the first half of the 20<sup>th</sup> Century brought ten of thousands of immigrants to work the mines along with local farming families. This era is reflected in the film about country music singer Loretta Lynn, “Coal Miner’s Daughter”, which was filmed in Letcher County in the late 70s.



# Health, Welfare and the Environment

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The county's communities developed in the bottoms alongside the headwaters streams due to steep topography that leaves limited flat land. **90% of Letcher County citizens live within 100 feet of a creek or stream and all of the county's cities have been developed along waterways. The quality of the local environment has direct** effects on nearly every citizen in Letcher County and over a million Kentuckians downstream. Some of Kentucky's most pristine, Wild & Scenic streams are located in Letcher County. Unfortunately, some of state's most degraded streams are also here and often closer to people's daily lives than the pristine streams.

# Community Need - Financial Need

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## 1. B. Financial Need-

What are the economic impacts of bfs on the community? - Provide poverty rates, income, unemployment rates or other demographics that help communicate the need.

- Indicate any job losses, factory closing, etc., that have occurred in the area. Are there ties to the brownfield properties?
- On the flip side, has brownfield redevelopment helped spur economic growth elsewhere? Point to the desire for ongoing success in redeveloping an area.

# Financial Need

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- Compare local data to regional, state and national data. Include poverty data, average hh income, unemployment rates, minority levels, single heads of hh, rental vs. owned properties, crime rate, school drop-out rates, etc.
- If you have a lot to communicate, comparative data is good in table/chart form for ease of reading
- Describe your community's challenges- fiscal limitations, rural community with limited resources, geographic issues, etc.
- Economic distress based on job loss
- Talk to fiscal to get hard numbers on decrease in revenues
- Letters of plant closings, plant reductions and shut down
- If you already have a bf grant, explain why you need another.

# Financial Need

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## **Socioeconomic elements**

- Low property values
- Low tax base for the community
- Percentage of community unemployed or underemployed
- Percentage of the community below the poverty line
- Factors that make leveraging funds for the site difficult
- Percentage of community on welfare

## **Info sources:**

- [Fedstats.gov](https://www.fedstats.gov/)
- [Census.gov](https://www.census.gov/)
- [Factfinder.census.gov](https://factfinder.census.gov/)

# Financial Need

Stats from an assessment grant that covered multiple counties.....

	Bracken	% of Total Pop	Fleming	% of Total Pop	Lewis	% of Total Pop	Mason	% of Total Pop	Robertson	% of Total Pop	United States
Total Population	8,279		13,792		14,092		16,800		2,266		281,421,906
White	8,161	98.57%	13,467	97.64%	13,933	98.87%	15,237	90.70%	2,236	98.68%	76.00%
Black	67	0.81%	249	1.81%	41	0.29%	1,059	6.30%	2	0.09%	13.00%
American Indian/Alaska Native	89	0.18%	9	0.07%	38	0.10%	38	0.27%	0	%	1.00%
Asian	0	0.00%	0	0.00%	0	0.00%	70	0.45%	11	0.49%	4.00%
Native Hawaiian/other Pacific Islander	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1.00%
Hispanic or Latino	7	0.08%	107	0.78%	54	0.38%	231	1.38%	16	0.71%	13.00%
Low Income	888	10.73%	2,539	18.41%	3,943	27.98%	2,750	16.42%	487	21.49%	13.00%
Elderly (over 65)	492	5.94%	744	5.39%	784	5.56%	1,036	6.17%	156	6.88%	13.00%
Disabled (over 5 years or age)	3,818	46.12%	58.95	42.74%	4,851	34.42%	7,560	45.00%	922	40.69%	11.00%



# Financial Need

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Or stats in narrative form.....

Despite the lack of economic opportunity, increased crime rates and blight in this area, the residents who live there remain committed to their neighborhood. Census data demonstrates that one in three households live in the same house (as of the 2000 Census) as they did in 1995; there is no evidence that this trend has changed since the decennial Census. There are, unfortunately, few economic opportunities for the neighborhood's disadvantaged residents. Nearly one in five workers remains unemployed, according to Kentucky Department of Employment data. One in four workers is employed in a service occupation; an additional 25% are employed in sales and office occupations. Retail trade dominates the commercial sector within the neighborhood. Only 3.6% of workers are self-employed in their own businesses. Poverty is rampant: 31% of residents have incomes below the poverty level. In families with children under age 18, 57% live in poverty. When the family includes related children under five years of age, more than two thirds of all families -- 68.8% -- have incomes below the federal poverty level (2000 Census data).

# Financial Need

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West Louisville in general, and the Park Hill Industrial Corridor in particular, are severely hampered in their ability to link to the regional economy because of high transaction costs associated with land assembly, environmental assessments, building obsolescence, environmental remediation and restoring land titles to marketable condition. The brownfields problem is the biggest constraint on the redevelopment of the Park Hill Industrial Corridor due to the uncertainty of the perceived environmental contamination. Unless this uncertainty is addressed, private investors are unwilling to assume the financial risk and threats of liability. Similar mechanisms negatively affect residential property values in the area, which are the lowest in the Louisville Metro. A Community-Wide Assessment Grant will allow us to address these uncertainties and open the possibilities for economic growth and a higher quality of life for its residents.

## 2. Project Description

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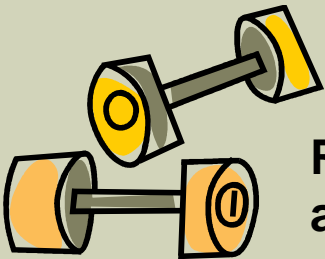
# Project Description/ Feasibility of Success

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Paint the picture of your vision and precisely how you plan to go about accomplishing it.

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Proposals will be evaluated on the quality and extent to which the applicant demonstrates a reasonable approach to the project, resources to accomplish the project and can complete the project in a timely manner.



**Remember this is the most heavily weighted section and it should be your longest.**

# Project Description

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## 2. A. i) & ii) Project Description-

Describe the assessment or cleanup project you are going to undertake.

For cleanups, describe any previous cleanup work on the site. Describe the cleanup plan and **end use** for the property.

**For assessment grants:** Describe:

- Inventory activities.
- Site selection process- Give specifics on criteria and prioritization. Is there a master plan for the area, developers interested, economic distress in a particular place, environmental danger?
- Approximate number of Phase I & II Assessments- More bang for the EPA's buck.

# Project Description - Assessment

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- Ensure that your assessment activities will comply with ASTM, AAI standards, etc., and that quality-assurance plans (QAPPS) and health and safety plans will be developed.
- Target sites that you would like to assess.
- Community input or engagement processes - mention here, but will detail later.
- Do your efforts dovetail with other master plans or redevelopment projects?
- How do you plan to get site access to public and privately held sites? Include that you will come up with access agreements and communicate with owners.
- Note that you understand BFPP protocols.

# Project Description - Cleanup

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## 2. A. i)&ii)

Describe the assessment or cleanup project you are going to undertake. For cleanups, describe any previous cleanup work on the site. Describe the cleanup plan and **end use** for the property.

### For Cleanup Grants

- Make sure you document that the proper assessment activities have taken place, that they occurred in the correct order and are compliant with AAI/ ASTM standards.

# Project Description - Cleanup

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- Thorough description of the phase II is pivotal.
- Sufficient characterization - Don't want to have to do more before project takes place
  - Variety of cleanup methods considered- ABCA (alternative brownfield cleanup alternatives) is now required and has to go through public comment period.
  - Detail action plan- End use is sooooooooooooo important
  - Cost of cleanup
  - Quality assurance plans, health and safety
- Mention engineering/institutional controls



# Budget

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## 2. B. i). Budget-

Identify tasks and costs associated with each. Describe each task in detail with a basis for the cost and projected outputs where possible.

- Include a short introduction before the budget that outlines a spending plan noting that you will comply with federal procurement guidelines.
- Include chart of expenses and then detailed information on each budget category.
- Include travel expenses for brownfield conferences/workshops.
- They provide the format for you.
- To buy more space, you can remove unused budget categories.

# Budget

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- Reference and detail in-kind services in the narrative. There is a budget section for it in the cleanup and RLF budget tables.
- Never use the term “administrative” .....use “programmatic costs.”
- Explain any supply expenses.
- For assessments, estimate the # and type of assessments and costs of each.
- Even though match is not required in assessment, in-kind can help strengthen you application.

# Budget

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- Cleanup planning can be a part of your assessment grant.
- For cleanup, mention the cleanup plan, the contaminant involved at the site and costs of remediation activities, such as tank removals, excavation, off-site disposal, etc.
- Up to 10% of budget can be used for health monitoring, monitoring of institutional controls or other program development and implementation activities.
- If you are applying for hazardous waste and petroleum, you will need two budget charts.

# Budget

## Assessment Budget

Table 1					
Budget for Site Assessment Center					
Budget Categories	Task 1 Quality Assurance Inventory of Sites/Program Plans	Task 2 Phase I Environmental Site Assessment	Task 3 Site Specific Sampling Plans and Phase II Environmental Site Assessments	Task 4: Remedial Planning and Design	Task 5: Outreach, Programmatic Expenses and Travel
Personnel					\$10,000.00
Travel					\$5,000.00
Supplies					\$3,000.00
Contractural	\$7,000.00	\$47,500.00	\$92,500.00	\$33,500.00	\$1,500.00
Total	\$7,000.00	\$47,500.00	\$92,500.00	\$33,500.00	\$19,500.00
Total Requested					\$200,000.00

# Cleanup Budget

Budget Categories	Project Tasks						
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	[Task 5]	[Task 6]	Total
Personnel							
Fringe Benefits							
Travel							
Equipment							
Supplies							
Contractual/EPA	15,000	5,000	10,000	35,000	100,000	35,000	
Contractual/CVC cash match	10,000	10,000	5,000	15,000			
Other (specify) _____							
Other (specify) _____							
Total	25,000	15,000	15,000	50,000	100,000	35,000	

# 2 B.ii. Tracking and Measuring Progress

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## 2. B. ii). Tracking and Measuring-

Describe your plan for tracking and measuring your progress toward short and long-term goals.

- How will you track your march to success?
- What are your short-term, mid-term and long-term goals?
- EPA knows that long-term goals will not be experienced during the project period, but note them anyway.
- Find indicators for each- acres assessed or remediated, jobs created, etc.

# Create an Evaluation Process

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- Evaluate the project against its goals to ensure success
- Number of jobs created
- Environmental indicators- sites remediated, contamination removed
- Economic indicators- jobs, property values, etc.
- Social indicators- Health impacts
- Communication process- attendance at meetings, participation in social media
- Increased public benefit

# Leveraging

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## 2. B. iii). Leveraging-

If additional funding is needed to complete a project, how will you come up with those funds?

A yellow starburst icon with the word "NEW" in white capital letters.

- New leveraging language emphasizes funds already committed to the project. Must provide amounts and documentation of committed funds.
- To fill perceived gaps in funding, mention any internal funding sources or in-kind services that you can provide to the project.
- Mention any other grants you may pursue.
- Are there developers who are willing to pay for part of the project?



# Leveraging

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- Mention any tax incentives, TIFs, state grants or services that are available for the project.
- Mention any past success in leveraging funds for other redevelopment projects.
- Partner CBO resources can be used in leveraging language and can actually count as part of your cost share.
- All costs can't be covered, but show progress toward getting that funding or at least identifying sources for funding

# Examples of Other Federal Grant Programs

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- HUD's brownfield Economic Development Initiative (BEDI)
- HUD CDBG, section 108 loan guarantee
- EDA Title 1 public works and Title IX economic adjustment
- DOT (stream restoration and rehabilitation programs)
- Army Corps of Engineers (cost shared services)
- USDA B&I/Community Facility loans/guarantee
- NPS grants
- Rails to Trails
- EPA Brownfield RLF
- SBA microloans and Section 504 development company debentures
- EPA CWRLF

# Leveraging

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## Sample of Leveraging Verbiage

Because these project has such a link between clean-up and water quality improvement, a wide variety of environmental improvement funds are available. Office of Surface Mining cooperative agreements of up to \$100,000 per site are available to assist local organization to begin actual construction to treat streams impacted by Acid Mine Drainage. East KY PRIDE, Inc. (funded by National Oceanic and Atmospheric Administration, NOAA) offers Community Grants of up to \$50,000 for environmental improvement projects. The Kentucky Department of Fish and Wildlife has a Stream Restoration & Enhancement Program (funded by the Army Corps of Engineers) that is willing to partner to enhance habitat once Acid Mine Drainage is cleaned up. This program has no funding cap and will spend what is necessary to improve aquatic habitat. EPA 319(h) Non-Point Source Pollution Prevention monies have been successfully used to treat the water quality problems such as these. The Clean Water State Revolving Fund (CWSRF), managed by the Kentucky Infrastructure Authority (KIA), provide an excellent low-interest way to complete projects that reduce nonpoint pollution and help with watershed management.

# Programmatic Capability

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## 2. c. I,ii,iii Programmatic Capability-

Describe your management plan, your team and their experience in grant management of brownfield and other grants.

Describe any adverse audits

Describe past performance with BF grants. If no brownfield grants, describe other federal grants experience

- Make sure you address all elements of each question. Be clear and thorough.
- Address adverse finding question. Not addressing may give the wrong impression, even if you haven't had an adverse finding.

# Programmatic Capability

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- Mention experience with other federal grants, how you managed them and maybe some outcomes of those projects.
- If you have had EPA brownfield grants in the past, highlight your successes - cleanups, assessments and redevelopment info.
- For staff qualifications, identify key staff, total years in brownfield/grant management, economic development, etc.
- If you want to hire in-house expertise, what qualifications will you seek?

# Programmatic Capability

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CVC has not directly received a US EPA Brownfields clean-up grant; it is not an eligible applicant for the assessment grant program. However, CVC has recent, specific experience in the East End community with regard to purchasing environmentally contaminated property, removing environmental threats to human health and safety, rehabilitating historically significant architecture and returning it to full community use.

More than five years ago, Community Ventures Corporation began acquiring adjoining properties that had held a salvage company, auto repair building, and paint shop. The environmental hazards were of a magnitude that they presented an insurmountable obstacle to private-sector business that occasionally considered locating in the area.

# Programmatic Capability

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Working closely with the Kentucky Superfund Branch and the federal Environmental Protection Agency, CVC acquired the blighted properties, demolished dilapidated structures, and rehabilitated the existing two-story building to create the Third Street Exchange to provide community-based economic and educational services to North End residents. As part of the \$3.1 million redevelopment, more than 120 tons of soil contaminated with lead, arsenic and PCBs were removed and replaced with “clean” dirt. Several other measures were implemented to as part of an overall risk assessment and management plan to ensure that the site no longer presents an environmental hazard to those living and working in the area. Today, the site holds the Third Street Exchange, CVC's second business incubator facility in Lexington.

# Programmatic Capability

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Because of CVC's proven track record of successfully leveraging funds, it is difficult to explain the corporation's accomplishments by individual funding awards (or even individual funding streams). For example, in 2006, CVC helped 36 families become homebuyers, with a total volume of \$3.6 million. CVC closed six loans through its Mi Hogar en Kentucky program, through which CVC received over \$2 million in loans from partner banks to capitalize loans (primarily to Hispanic borrowers). CVC also used more than \$475,000 in lending capital from the US Department of Treasury's CDFI Fund. New homebuyers also received nearly \$1 million in financing from various state programs, as well as federal programs including the HOME Investment Partnerships Program and first mortgage loans through USDA Rural Development. In 2007, CVC helped dozens more families achieve homeownership utilizing in excess of \$4.5 million in capital from approximately 20 different sources.



# Demonstrate Capability Through Partnership

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- Mentor with successful grant applicants
- Mentor with local development organization and agencies
- Advisory groups to provide advice
- Partner with county officials - count their grant experience and include letters of support

# Highlight Knowledge of BFPP

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## Bona Fide Prospective Purchaser

- Understand protocols required of the grant
- Documents= achieve results with the right requirements
  - Intent to complete Phase Is meeting AAI standards
  - New standard establishes not responsible for prior contamination and not affiliate with responsible party

# 3. Community Engagement and Partnerships

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# Community Engagement and Partnerships

**Community Engagement and Partnerships** - Under this criterion, proposals will be evaluated on 3 sub-criteria:

- *Applicant's* plan for engaging the targeted community in the project to be funded under this grant;
- *Extent* to which the applicant has identified and established relationships with the partners necessary to achieve the project's goals; and
- *Extent* to which the support letters provided by community-based organizations involved with the project demonstrate specific and valuable commitments to the project.

# 3a. Community Engagement

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Describe your Plan For Community Involvement:

- Discuss how the targeted community will be involved in site selection and reuse planning.
- Discuss plan for communicating the project progress to the citizens.
- Demonstrate that plan is tailored to the needs of the targeted community.
- ✓ • Address any language barriers – **whether or not special considerations are needed!!!**

# In a Nutshell.....The Plan

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- Be proactive in your plan. Passive community notification is not impressive. Describe involvement efforts, such as outreach strategies, frequency of events and potential outcomes.
- Target impacted citizens
- Describe how you have already involved the community, if applicable.
- Diversity is important!!!
- Target a spectrum of groups, such as neighborhood organizations, church groups, nonprofits, service organizations, redevelopers, etc.

# The Plan

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- Consider forming a brownfield steering committee (include engaged groups) as a decision maker and communication vehicle.
  - Community members and groups
  - Developers
  - Private, state and local funders- Banks
  - Universities
  - Environmental advisors
- Include multiple modes of communication for public notification and input-
  - traditional media+social media+in-person interactive events=community engagement
- Make info available in applicable languages, for illiterate, etc.
- Invite public officials to meetings

# Describe Why You Are Involving Citizens

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- Can help identify properties
- Assist in prioritization of sites
- Identify needed services in the community
- Greenspace needs
- Tell you what they absolutely don't want
- Facilitate conversations about environmental justice issues
- Involving property owners in the beginning of the process to clear up misconceptions- they are going to be granting site access



# Describe Why You Are Involving Citizens

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- Helps them understand a project- help with feelings of being bulldozed
- Reduces miscommunication and misunderstandings
- Informs them of health and safety issues
- Shows them potential benefits from the project

# Vehicles for Interactive Communication

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The methods and delivery of communication can have big impacts on your project. Variety is best.

# Public Meetings

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- Good for site identification and reuse ideas
- Can be combined with surveys and other input-generating tactics
- A must if there are possible human health impacts
- Schedule public meetings to meet the time demands of your community
- Also consider open house events, focus groups, interactive booths at community events and public places.
- Get sign-in sheets, have petitions signed, get quotes



# Visioning/Charettes



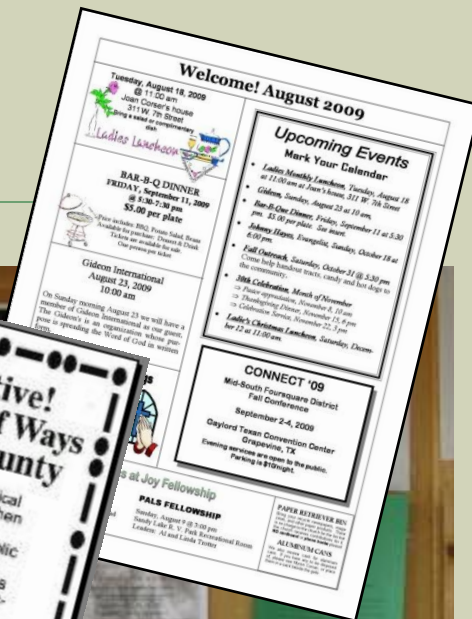
# Getting the Word Out Before & After

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How to get people to your public meetings and charettes and continue communication after those events.

# Tried and True

- Flyers
- Church bulletins
- Radio
- Public access
- Community bulletin boards
- Newspapers
- Local news
- E-mails and E-blasts through established communication channels



Public  
Access  
Television





# Website and Project Pages



# Social Media.....



....the Holy Grail of cheap, easy interactive communication.  
Tweet your way to better communication.





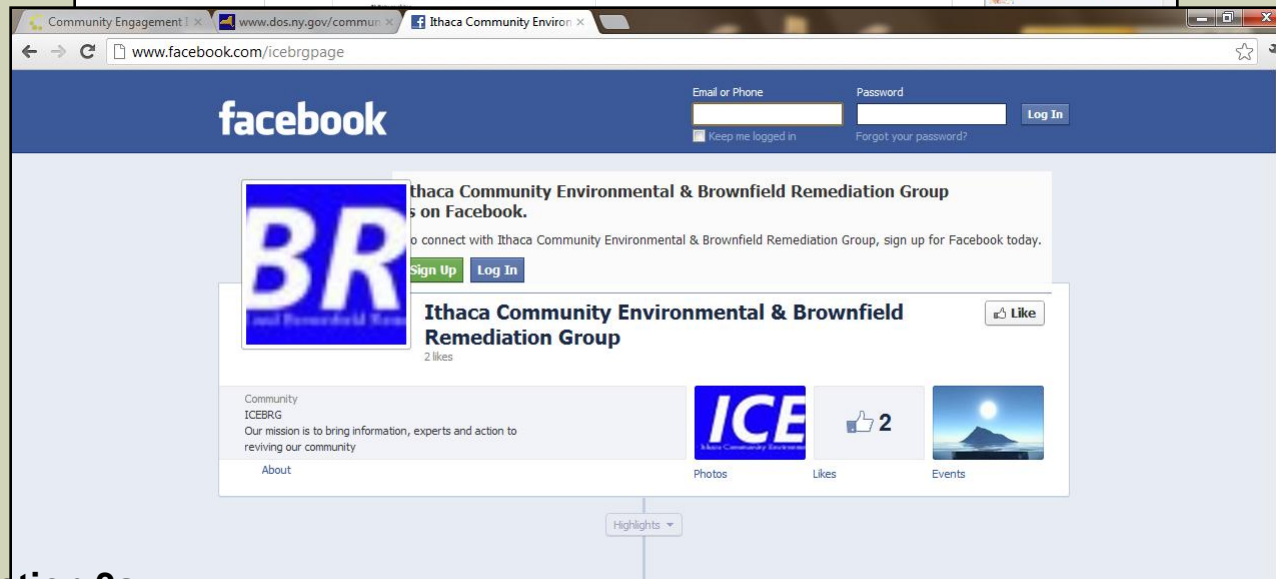
# The Net of Social Media



- If my dad has a Facebook page, so does most everyone else.
- Create a FB page for your site or redevelopment group.
- Post pictures of meeting and site work
- Tweet from meetings and gatherings.
- Post videos of meetings, interviews, news stories, etc.
- Blog about redevelopment.
- Have people comment on planning and ideas.
- **FREE** and easy to use, but make sure you post often to keep people involved.



The U.S. EPA established a Facebook page for the Gowanus Canal Superfund site in Brooklyn, N.Y.



# Really Wacky...QR Codes

- Free generators on Internet
- Link them to a program website.
- Easily incorporated into publications




# Communicating Engagement

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## Sample of Community Outreach Language

The City, community groups (including Community Ventures Corporation) and area residents held a "listening session" on June 14, 2008, to obtain residents' input on revitalization of the East End. Residents voiced the need for multiple redevelopment actions, including: paying job programs for teens, greenspace and walking tracks, affordable housing for homeownership, ways to reduce crime and increase residents' safety, the need for more retail businesses (grocery, drug store, floral shops, barber shops, etc.) in the community, assisted living for the elderly, and restoration of the historic Lyric Theater.

Most importantly, East End residents voiced a commitment to active participation in and community responsibility for redevelopment efforts. Many residents repeatedly voiced their strong desire that the community's residents retain control and ownership of redevelopment efforts. Among key comments were: "If we don't come together, we don't have to take what other people say we need; let's get what we want." "The East End must take care of its problems -- not pass problems off -- and strengthen neighbors." "To make the neighborhood better will take a lot of things, but one key is that we must offer things to young people -- positive things to do."



Actual quotes/comments are a nice touch.

## 3b. Partnerships

# Partnerships

**Partnerships**- Describe your efforts to develop partnerships with the following agencies and what role they will take to assist and ensure a successful program

- *Your state/Local/tribal environmental and health agencies*
  - *Other relevant federal and state agencies*
  - *Any local environmental job training programs*
- **Note:** If there are no environmental job training programs in your immediate local area, describe any efforts you plan to link members of the community to potential employment opportunities in brownfields assessment, cleanup or redevelopment related to you proposal.

# Partnerships

- Are you doing health monitoring with this grant? (Health monitoring is not required)- Can work with health department.
- Are there other federal funders for this project with which you are working?
- Are there tech programs at the community college or vocational school?
- Does the project have a potential end-use involving employment and how can you play a role in preparing impacted citizens for that employment

## **3c. Community Based Organizations**



## Ranking Criteria

### 3. Community Engagement and Partnerships

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**Community-based Organizations (CBOs)** - Provide a **description of, and role of, the key** community-based organizations involved in your project.

- Describe Organizations
  - Describe Role In Project
  - Describe Any Commitments By Organizations
  - Commitment Letter From EACH Organization
    - Proposal Attachment
    - Must Describe Role
    - Must Describe Commitments
- Community-based organizations are NOT your Congresspersons or other elected officials. It is NOT the mayor's office. Look at the guidance in the guidance.
- Commitment Letters **Required – Describe role CBO will play and don't use a form letter**

\*EPA will focus on the unique contributions and strength of partnerships, instead of the sheer number of letters an applicant submits.

## *CBOs- non-governmental civic and non-profit organizations*

### **CBOs**

- Service clubs
- Veterans organizations
- Local universities, community colleges or other education institutions (interns, help with public events, part of advisory council, learning lab opportunities)
- Fraternal orders
- Youth organizations-Girl Scouts of America have brownfield badge
- Watershed protection groups
- Faith-based organizations.

### **Not CBOs, but good as players in your project-** *Good for support letters*

- Local government departments,
- Local planning department/district/office
- Local contractors
- Mayor's office
- Chamber of Commerce
- Private Businesses

# Why CBO Partners?

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- Larger pool of resources from which to draw
- Complimentary skills and experiences
- Safer investment of funds if there is less risk of failure
- Avoid duplication of services
- Evidence of being focused on what is best for the community
- Willing to work as a team
- Can help generate greater program support and community participation
- Leveraging

# Who Is a Good Fit? Ask.....

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- Which organizations have similar missions and visions
- Who already touches your target populations
- What are the organization's motivations
- Can this partner bring needed resources to the table
- Can you work well together and are your expectations of each other reasonable
- Help meet an in-kind grant match

# Partnership Planning Worksheet

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- Who governs the program activity
- Who makes budget decisions
- Who makes programmatic decisions

# Too Small For CBOs

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If Community-based organizations do not exist in your area, please provide background information affirming the lack of such organizations. Then, demonstrate how the community is engaged and involved in your project (can be demonstrated by resident support letters, letters to the editor, attendance at public meetings, etc.).

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# **Letters of Commitment**

# Letters From Partners

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## Letter of Support

- Good to show community support for a project
- Describe who they are and what they do in the community
- Number of people they reach

## Letters of Commitment

- Stronger
- Shows a commitment of time, staff, resources
- Details of what is to be provided and an estimate of dollar value
- Describe who they are and what they do in the community
- Number of people they reach



# Letters of Commitment

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Letters from CBOs should be attached and should:

- *Include specifics on what they will bring to the party.*
- *Provide description of their commitment to the project.*
- *Be current and not from last year's application.*

# Define the Role in Letters

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- Financial - Hosting fundraising events
- Educational - creation, reproduction or distribution of project information to the community
- Direct on-the-ground assistance (assisting in the identification of sites for a community wide assessment
- In-kind contributions of facilities, equipment or materials

# Letter Etiquette

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- Should be one of your first tasks in assembling the grant
- Give potential partners plenty of time, 2-3 weeks, to produce a letter
- Get hard and electronic copies of the letters
- Make sure that the letter is signed by the highest-ranking person in the organization and that the person is made aware of the project

# If Requesting a Letter

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- Provide the full name of the grant for which you are applying
- List the names and physical addresses of the agencies and contact person(s) to which the letter of support should be addressed.
- Include your organization's complete physical mailing address and telephone number.
- Provide a brief 2- 3 page summary describing your organization, its service and how grant funds will be used
- A copy of the project summary

# If Requesting a Letter

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- Provide a brief 2- 3 page summary describing your organization, its service and how grant funds will be used
- Provide the CBO with a copy of the project summary afterward- EPA has called some CBOs in the past. Not guaranteed to happen, but be prepared.

# If Requesting a Letter

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- Provide a deadline. What is the date the letter needs to be returned to you or submitted to the awarding agency?
- Give them a sample, but watch out. You may get letters that all sound the same.

# But we all know reality.....

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- You'll have to write it for them.
- Make sure to change dates, language if you are recycling.
- Make sure to vary language so it doesn't sound like a form.

# Sample Language



**Qualifications.** NKU's Center for Applied Ecology provides professional, science-based environmental services to the local community while offering practical work experience to NKU students. The Center's primary contribution to the program will be the participation of Scott Fennell, PE. Scott has over 20 years professional experience in brownfields identification, assessment, and remediation, having served as the principal engineer and project manager on 37 brownfields sites in 11 states. Scott served as the principal investigator developing a GIS inventory of potential brownfields in the City of Covington and Kenton County. Scott is a Certified Professional in the Ohio EPA Voluntary Action Program, and is a licensed professional engineer in Kentucky.

**Contributions to the Initiative.** Scott will contribute to the project by serving on the Partners' Committee. In this capacity, he will provide advice to ensure resources are expended in the most useful and economical way, while achieving the necessary degree of technical quality, to accomplish as much work as practicable with the available funding. For example, Scott can evaluate competing consultants' proposals to ensure that efforts are focused and effective relative to numbers and types of environmental samples, chemical analyses, QA/QC, human health and environmental risk assessments, and remedial actions. Scot and/or other CAE professional staff can also provide consultation as to redevelopment landuse, particularly relative to potential for restoration as a natural area / greenspace.



# Sample Language



Gateway's mission is to provide high quality, affordable, accessible, and inclusive postsecondary education and training resulting in a positive contribution to the economic vitality of the region and enhanced quality of life for all citizens. The college specifically provides the following: certificate, diploma, associate degree and transfer programs; developmental, adult, and continuing education; workforce and customized training; and support services for the enhancement of student learning and success. To increase access to residents of the urban core, Gateway is planning a new urban campus in the heart of downtown Covington located near these potential sites.

As a full partner in this project, Gateway plans to support grant activities in the following ways: 1) serve on the Partners Implementation Committee to provide timely feedback and input on grant-related efforts; and 2) provide the opportunity for faculty to incorporate learning activities to expose students to hands-on experiences related to their coursework. Dr. Yohanes Honu will represent Gateway on the Partners Implementation Committee. Both of these actions are aligned with Gateway's strategic priorities related to strengthening economic vitality and partnerships and maximizing learner success.

# Project Benefits- 25/30 Pts.

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Show the EPA what bang they are getting for their buck.

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Proposals will be evaluated on the extent to which the project outcomes promote the general welfare.



# Welfare and Public Health - Assessment

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## 4. a. Welfare and Public Health

Describe the environmental, social and public health benefits expected from the project.

For assessments:

- Describe how you will characterize sites through assessments to determine any health hazards to the public. How will you manage those risks during the assessment?
- Explain how the nearby community will be protected through assessments - test to see if contamination has moved off-site?
- Describe any known contamination in the area, how it can potentially impact human health and how eventual cleanup and redevelopment can improve soils, groundwater, etc.
- Will you be mitigating safety issues with a site?
- Are you creating green spaces that will encourage people to exercise??? Connect to current obesity rates.

# Welfare and Public Health - Cleanups

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## 4. A. Welfare and Public Health

Describe the environmental, social and public health benefits expected from the project.

For cleanups:

Protection during cleanup:

- If you are excavating, address fugitive dust from the site.
- Air monitoring at the site if high levels of VOCs are involved
- Containment systems to take care of site runoff

# Welfare and Public Health- Cleanup

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- Plan to address excavated soil so that water runoff from rain will not spread contamination
- Site barriers, fencing and warnings signs to prevent access
- Fenced areas around holes where tanks were located
- Relate your Phase II results and how a cleanup on that site will reduce risks
- Mention cleanup plan protocol
- Talk about eventual benefits of the cleanup

# Economic Benefit/Greenspace

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## 4. B. i&ii Economic Benefit and/or greenspace

Describe the economic and noneconomic redevelopment potential of the area.

- Mention enhanced property values of redeveloped areas.
- Is this part of a larger community wide plan. How does this tract fit in? Description of how the redevelopment will contribute to community wide redevelopment and revitalization plans with a specific emphasis on how funding for the brownfields redevelopment is integral to the success of the community wide plan
- Description of the economic development activities that can reasonably be expects to occur as a result of brownfields funding (job creation, est. increase in property tax base, increase in sales tax revenues, additional businesses or new business relocation that may occur in the community). Is there a business waiting to use this property? Does this have spin-off potential?
- If you are redeveloping a blighted area your are probably preserving greenspace elsewhere? Include acreage of space saved.
- Mention any recreational areas that may be developed that could have impacts on obesity rates or could be used for community activities, like urban gardens

# Greenspace and Parks

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- Describe size, use and surrounding environment that will be preserved or created as a result of the brownfield funding
- How the property will be used and by whom
- How the property will be integrated with surrounding properties or environments
- How the property will be maintained or preserved for its continued use as a greenspace, recreational area, etc.

# Environmental Benefits From Reuse

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## 4. C. Environmental Benefits from Infrastructure Reuse/ Sustainable Reuse

- Do you have some smart growth elements to your plan? If so, mention that.
- Are you reusing the building, recycling materials, etc?
- Through redevelopment, you may have prevented the need for additional infrastructure needs therefore saving on construction and maintenance costs.
- Are you integrating green building elements, stormwater controls, alternative energy production, etc. at your site?
- Link to any other master or sustainability plans in your community
- Are you planning on this site serving as a community transportation site - bus line, trolley stop, etc.?
- Are you using green remediation techniques?



# Environmental Benefits

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- Protect/conserves habitat, energy and materials
- Connections with watershed/water ecological restoration
- LEED certification points



# A Few Notes on RLFs

# Revolving Loan Fund

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- How do these loans meet community needs and foster sustainable redevelopment?
- If you are considering an RLF, we highly recommend you contact a current recipient to determine the scope of work actually involved in managing an RLF.
- Find an RLF proposal for reference.
- Describe how you will build your program. How will it be sustainable?
- Describe your RLF team. What products will you develop because this is a loan, subgrant program? How will the fund manager handle the financial and loan administration? Describe how a qualified environmental professional will coordinate and direct cleanup activities to protect human health. Describe staff roles and the commitments in order to address the daily needs of the RLF.
- How will you market the program? Is there an existing client base? Explain what assistance will be offered by the program. What resources and capital are available to address gaps in funding? Describe the market research that will be done.

# Revolving Loan Fund

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- What is a deal breaker in your plan?
- What is the application process and how are they reviewed and approved?
- What issues do you foresee and how do you see yourself resolving them?
  - development delays
  - market forces
  - down economy
  - buyers who back out
- Indicate resources you can commit to cleanups.
- How will public health be protected?
- What closeout documentation will be provided?

# General Tips & Tricks



# Tips and Tricks

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- Get buy in from your organization.
- Draft your proposal early so you have time to make revisions and aren't sweating it at the deadline.
- Ok, chances are you're not going to start early, but make sure that you don't miss public notification deadlines.
- Contact your state early for a letter of support.
- Ask for letters of support from other organizations and make sure that they are specific in how they are going to support your project.
- Make sure that you allot enough time. This grant is very competitive, and you should set aside enough time to do it well.

# Tips and Tricks

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- Have another set of eyes to read your proposal.
- Not enough time? Consider having some outside help - development organizations, nonprofits, experienced grant writers or consider a consultant.
- Your state may help you review your grant.....check it out.
- Make sure that you have read the guidelines and understand them.
- Respond to all questions completely and thoroughly. Look at the points allotted to each.
- Responses should follow the guidelines exactly.
- Don't waste space writing the entire question. Use the heading numbers and letters, or an abbreviated question.

# Tips and Tricks

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- Follow the formatting and page requirements. Must be 12 pt. Font, 1-inch margins, etc. Try different fonts (Arial Narrow is good) if you are having issues fitting the info on the page. Do the opposite of what you did in college.
- Provide actual detail when you can. The more specific you can be, the better your grant will be.
- Don't fake it 'til you make it. If something does not apply in your case, don't try to put a square peg in a round hole.
- Make it easy to read (8<sup>th</sup> grade English class-level).
- No binders, fancy covers, etc. They go in the trash.
- Avoid acronyms.
- Make sure that your grant is consistent throughout. If you mention a problem in the first section, make sure you address it later on.
- Bullets and tables can make things more readable, so use them if you have the space to spare.



# Tips and Tricks

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- While attachments are great, remember that these proposals are photocopied and pictures and color copies don't reproduce well. Do a test copy if you are not sure.
- Tell your story. Make reference to something unique about your town and region. You have to paint a picture b/c the readers review what seems to be a ga-gillion grants. Make yours stand out.
- Your reviewers will be from a different part of the country. Remember that when talking about your community and don't assume familiarity.
- Do you have a community master plan or have you done a visioning session that you can tie into the grant? Communicate your plan!!!!
- If you are unsuccessful, get feedback!!! Many try multiple times to get these grants.
- Note any environmental upgrades- green building, watershed improvements, stormwater controls that are added to a project. This is an environmental grant after all.

# Tips and Tricks

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- Identify information sources in your grant.
- Make sure that you read mailing instructions. Mail one to the region and one to headquarters.
- Review the FAQ that the EPA posts. It has a lot of good info.
- There is a checklist in the guidance, use it!!!

# Resources

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<http://dca.ky.gov/brownfields/Pages/grantwritingresources.aspx>

- Today's presentation
- Sample grants
- Links to funding resources
- Links to guidance
- Checklist
- Archived brownfield grant webinars
- Sample letters of commitment
- Our contact information

# Resources

## Other resources:

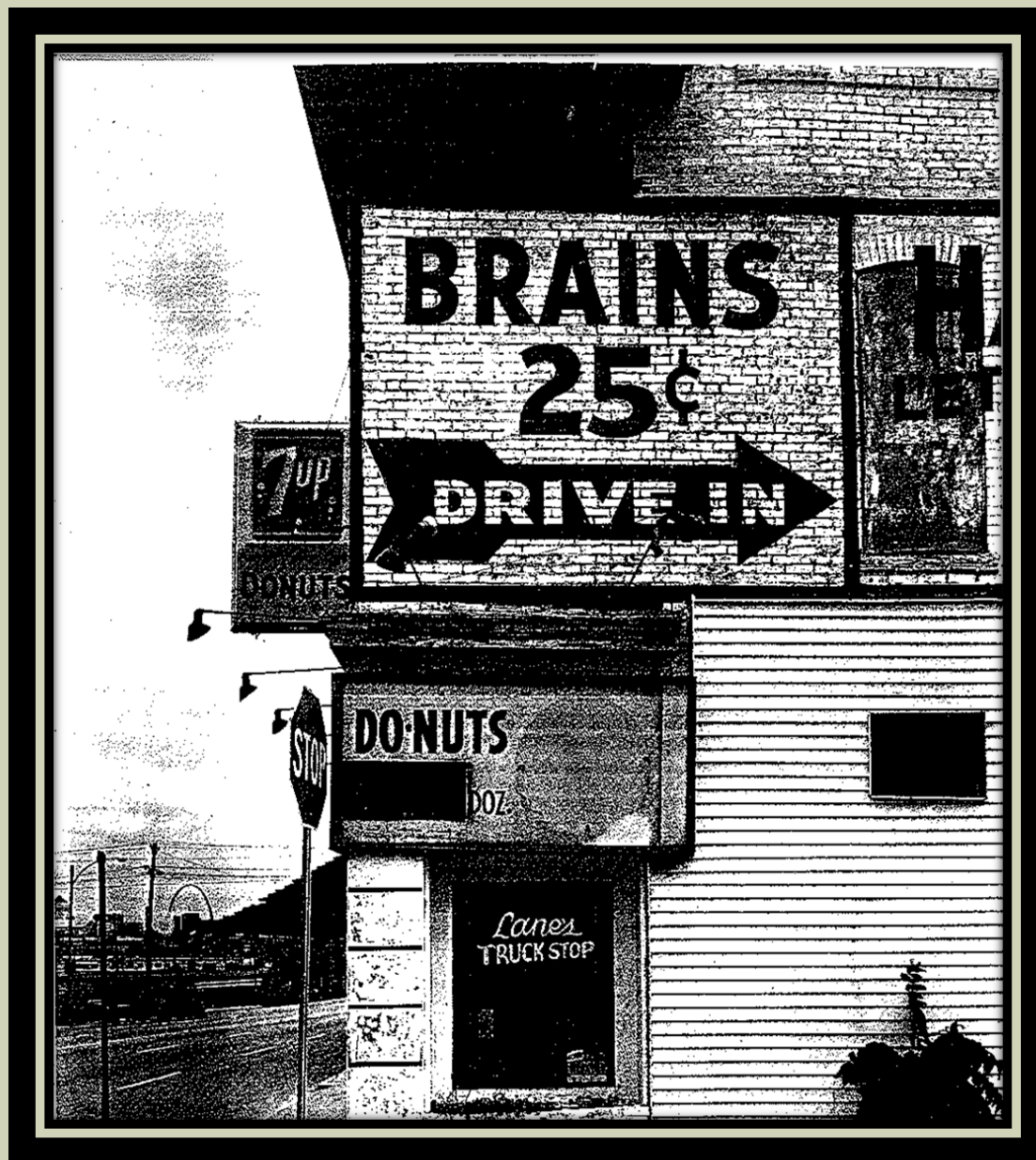
1. <http://epa.gov/brownfields/applicat.htm> for guidelines and FAQs
2. <https://www.tabez.org> assistance with grant writing (Note: currently reflects 2011 guidelines- be sure the criteria is up-to-date.)
3. <http://www.epa.gov/region4/rcra/bflr/index.html> EPA Region 4's Brownfields team
4. <http://clu-in.org/live/archive/> search for "brownfields" or "brownfields guidelines" to find training sessions/information from other regional offices
5. [http://epa.gov/brownfields/proposal\\_guides/FY12-Assessment-Guideline-Checklist.pdf](http://epa.gov/brownfields/proposal_guides/FY12-Assessment-Guideline-Checklist.pdf) Checklist of items and content from 2011 guidelines

# Grant Writing Party

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- Held about two weeks before grants are due, half-day event
- Bring a couple copies of your grant
- Receive feedback
- Make improvements to your grant





# Questions



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